MULTIMEDIA UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

LCA 2017 CHANNEL ARCHITECTURE IN STRATEGIC COMMUNICATION

(All sections)

21 OCTOBER 2019

9.00 am – 11.00 am

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** printed pages with **ONE** section only.

2. Answer all questions.

3. Write your answers in the **Answer Booklet** provided.

ANALYTICAL QUESTION [50 MARKS]

Instructions: Read the information below and write an integrated strategic communication proposal.

Problem Statement

Public relations is generally associated with communication activities that are designed to craft and preserve an organisation's image and relationship with its publics. A public relations campaign is a series of operations intended to achieve a goal, confined to a particular area, with a specific message, channels, and target audiences.

Background

The Ministry of Youth & Sports in collaboration with the Ministry of Education intends to launch a new sports initiative in elementary schools titled **"Sukanegara"** which is a campaign aimed at young children in schools in order to create a sporting culture by using physical education as a catalyst. As part of the new governments' initiative to re-initiate physical education in schools, a campaign needs to be communicated to the public. Although the main target groups are school children, it involves a child's whole eco-system whereby it also involves parents and teachers who need to play a role in supporting their children's active participation in sports.

The Sports Minister, Y.B. Syed Saddiq himself has requested that the campaign not only have a core target, namely young children, but to also target the youths in order to get traction and create a sporting community among Malaysians. He has already started discussions with the Minister of Education, Dr. Maszlee Malik, in order to develop a long-term programme that targets children aged 7 until 17 years old in schools whilst the Ministry of Sports & Youth will target inidviduals aged 17 until 25 years old, thus including college students once they finish schooling.

Question

You are part of the planning committee and are required to develop an integrated strategic communication programme to launch this project in April 2020. You are given a budget of RM750,000 for the launch stage of the campaign. The team needs to focus on the key messages to be conveyed to each audience group in order to create a holistic programme and successfully launch the campaign. Keep in mind the limitations and roadblocks that need to be addressed before the launch of the campaign, including organizational complexities and the long term goal.

Continued...

Based on all the information provided, write an integrated strategic communication proposal following the eight (8) plan below:

i) Identify the Problem	(5 marks)
ii) Campaign Objective	(5 marks)
iii) Target Audience	(5 marks)
iv) Key Message	(10marks)
v) Channels of Communication	(5 marks)
vi) Budget Allocation	(5 marks)
vii) Execution Timeline	(10marks)
viii) Campaign Evaluation	(5 marks)

End of Paper